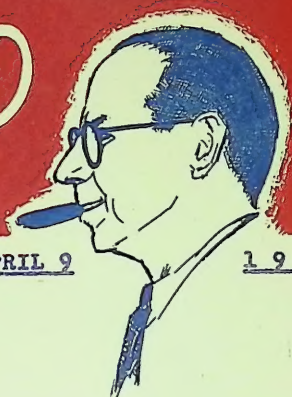


Ballyhoo



VOLUME 3

NUMBER 10

APRIL 9

1954

SPRING FEVER

Well, I guess Spring is here ... The sun's been out, and it hasn't rained for nearly three days ... Big fat robins are waging their annual tug-o-war with equally fat, and just as persistent worms in our back yard ... and I'm starting to get the itch to get those heavy storms off our windows and replace them with the fresh, newly painted screens ... Spring must be here.

It is sometimes facetiously stated that "In the Spring a young man's fancy turns to what he has been thinking about all year" ... I wonder if I may pull a switch, and suggest that "In the Spring a showman's efforts turn to reaping the profits of the selling job he has been doing all winter" ...

If you've been honestly selling your show ... putting into practice all those theories of showmanship we have been expounding all this time, forming the habit of doing an honest, individual selling job on every single incoming attraction, then the results of such effort must have snowballed to the point where they will carry you right through the Spring and into the summer season on the steam you have generated ...

I don't mean ... believe me ... that now you may slacken off and rest on such laurels as you may have won during the past few months ... Perish the thought ... I do think, however, that such consistency as you may have displayed in your selling job throughout the winter months should now be bearing fruit, and it should be that much easier for you to continue in the adaptation of all the proven ideas, and the development of new ones.

Spring is here ... and summer can't be too far behind ... Spring fever can be either an excuse for lethargy, or a golden opportunity to shake out those bugs, and start a practical onslaught on the numerous and varied forms of summer competition which will soon be staring you in the face.

Which is it going to be ... Spring fever, or SPRING FERVOUR? You tell me.

This is the final in our series of "Theatre Safety Instructions". Nothing that I have written is new or novel ... You have heard and read it all before ... or should have. This series is intended as a practical reminder, and the information, if properly applied, should go a long way towards keeping your theatre free of hazard both to your employees and patrons.

ACCIDENTS TO THE PUBLIC

1. If a serious accident occurs to a patron, assist the injured person as much as you can and get the names and addresses of two or three other people (not employees) ... who saw the accident.
2. Keep these points in mind:
 - (a) Be courteous.
 - (b) Don't argue.
 - (c) Don't discuss defective building or equipment conditions.
 - (d) Don't talk about insurance or claim settlements.
 - (e) Don't attempt any first-aid yourself. If persons appear to require medical aid, call a physician.
 - (f) If injury is slight, or non-existent, don't ask name or address, but fill out accident report as far as possible.
 - (g) Attempt to learn if injured person committed any unsafe act, or had any physical infirmity. For instance, was person a cripple, wearing glasses, or wearing shoes with run-down heels? Put these in report.
 - (h) Manager should handle all accident reports PERSONALLY.

FIRE HAZARDS

1. Know location of all fire extinguishers, and how to use them. Make sure that phone numbers of Police and Fire departments are located in box office and managers' office.
2. Fire-fighting equipment MUST be in good condition at all times. Extinguishers must be inspected at regular intervals.
3. Do not permit any accumulation of rubbish in basements, storage rooms, paint lockers, etc. Clean thoroughly and REGULARLY.
4. Use standard metal waste cans for temporary disposal of oily waste, rags, etc.
5. Paint and thinners must be kept in tightly closed cans and stored in metal cabinets.
6. Props, panels etc. on stage should be stored in an orderly manner.
7. Under no circumstances use gasoline or kerosene for cleaning purposes.
8. Report and repair promptly all defective electrical floor outlets, plugs and extension cords.

This completes our series, fellows ... Don't just read these items and then toss them out ... Pass the hints on to your staff, and make sure that they follow ALL the instructions.

IN THE TRADE HEADLINES

Well, we did a little better this past week ... and several of you Ballyhoosers got mention in the various trade publications. Some of you, however, still haven't got your feet wet ... and I can't see that it's anyone's fault but your own ... Of course if you don't care to get recognition, then that's another story, but don't come crying to papa when somebody else gets the pats on the back ... and you're left out in the cold.

Showmanship is a funny thing ... the more you pamper it ... the more it pampers you ... and in the long run, YOU get the best of it ... by far.

Four of our Showmen made the MOTION PICTURE HERALD's Contender list in the April 3rd issue ... Jack Bridges ... Bob Harvey ... Olga Sharabura ... Jack Ward. Congratulations, and keep slugging away until you reach the top spot.

SHOWMEN'S TRADE REVIEW came through with some nice stuff on Norm Gray ... Eddie Landsborough ... Al Hartshorn ... Ted Doney and Bob Harvey. Norm and Eddie, between them, took up the entire "Exploitorial" column, and Bob Harvey rated a full third of a page. Nice going gang, that's what we like to see.

BOXOFFICE gave Mel Jolley a nice story on his promotion of MR. SCOUTMASTER ... What? ... just one? Must be slipping in this department ...

X.X.X.X.X

SO YOU WON'T TALK ...

Apparently my plea for your consideration of a Disney or Bugs Bunny package deal to round out your Easter shows fell on deaf ears ... Only one manager responded. I should have let it go at that, and then raised a ruckus after it was all over ... However, we don't operate that way, not in this department, so you'll probably find that you have a cartoon deal booked in spite of yourself ...

We think it's money in the bank ... please don't dissipate it ... Both Warners and R.K.O. have special publicity on their package deals ... GET IT ... and, USE IT. And don't forget to give it proper billing on your fronts and in the newspapers.

X.X.X.X.X

HERB CHAPPEL INITIATED

On Tuesday, April 6th, Herb Chappel was initiated into Speed Lodge of the AF & AM in Guelph ... Congratulations Herb, on your acceptance into this ancient and honorable order.

X.X.X.X.X

WHERE DO YOU STAND ... IN OUR

Ballyheo

BONANZA

This week's entries are in, and as usual, there are a couple of abstainers ... just can't get up enough steam to get out and try to hustle up a little biz. Jeff is among the missing ... this is his fourth miss out of thirteen weeks. Jack Ward also shares these dubious honors, making it his fourth also.

It sometimes makes me wonder just a little, especially when I get through checking and scoring a campaign like Jack Bridges', or one of McDonough's specials, or Eddie Landsborough's steady flow of material ...

It makes it look rather obvious ... doesn't it ... that the "no entry" reason is purely and simply a "no effort" one. There isn't a manager alive who can't promote one single window ... get a simple tie-up with his newspaper, or failing that, his radio station ... have a street bally going, or, if worst comes to worst ... place a scene on an off-theatre page ... barely enough to keep him from being too conspicuous by his absence.

Fellows ... I've said it before, and I'll take time to repeat it here and now ... I EXPECT at least the minimum entry from EVERY MANAGER in this district, EVERY WEEK! I don't expect you to be a Barnum, or a McDonough or a Cauley, Bridges, or anyone of the other half dozen live, wide-awake showmen I'm so very proud of ... I do expect you to at least make a pretense of being interested in the business which affords you your living.

You can't do that by sitting on your big fat chair ... playing at being an executive ... If you can't, or just don't care to prove in the only way you can, that you are honestly trying to do the kind of a job we are entitled to ... then I say, give your assistant free reign ... let him do the job for you ... BUT, give him due credit when you send in his entries. I MEAN IT ... Let's get a little action into this deal.

BEATING THE "B" DRUMS

Now that I've got the foregoing off my chest, let's get on with a brief description of what some of our drum-beaters did to earn their points this week ... the first in April.

Three months to go before we divvy up nearly five hundred smackerels among the winners ... and that, in addition to the monthly prizes. Worth trying for? I think so ... How about you? And there's only one way to be eligible, and that is to keep slugging away, and keep sending in your entries, EVERY WEEK.

How about it? Just to refresh your memories, next week I'll repeat the list of prizes ... just to sharpen up your appetites a little ...

Now ... on with the show!

REGENT - OSHAWA

Al's still busy with his "I SAW" contest ... which is gaining in popularity daily ... and of course, everyone who reads it gets to know what's doing at the Regent ... can't help it ... it's part of the deal. The Times-Gazette also came through with a good scene on REEF on an off-theatre page.

1200 of Al's monthly calendars were distributed in copies of the Times-Gazette by the carrier boys. Sounds like a good way to make sure they get into the homes.

One of Al's pals over at the local radio station devoted fifteen minutes of his afternoon "Show Case" program to an April Fool contest ... Al had Fox send him the special lobby effects record, and this was aired three times gratis just ahead of one of the popular morning shows ... Then, during the actual contest, the disc was played without the recorded spots, and listeners were invited to guess what pic it was from, just from the sound effects. It was, naturally, a very easy contest, because, sez Alfie, "Everyone in town knew that the only important picture in Oshawa was REEF at the Regent" ... In thirty minutes 116 calls were recorded, the first three being awarded guest tickets to see the pic. Lots of excitement, and certainly helped spread the good word about his current attraction.

A very simple contest ... and one that anyone can easily promote ... How about you?

CAPITOL - ST. KITTS

For THREE SAILORS AND A GIRL, Vern sent out a youngster, dressed in pirate costume, who handed out small envelopes of salt, imprinted with the following copy ... "Take it from an old Salt" etc. The lad also put in an appearance at the hockey game, and the new super market. Naturally he was well bannered.

Vern's daily Morning Melody program, with lots of free plugs, still continuing over C K T B.

PARAMOUNT - PETERBORO

I'm really clipping Art these days ... anything which even smells of "no-point" value gets chopped right out of his entries ... In spite of which the guy still manages to chalk up some of the very highest weekly scores ... Guess that's why he's copped the top spot in his group for two consecutive months.

Three scenes from ROUND TABLE appeared on different days in the Review and Lakefield News, on off-theatre pages. Art worked on the Lustre Creme deal, and came up with the following promotion. A two column ad featuring cut of Gardner plus good pic and theatre credits appeared in the Examiner well in advance of the showing ... and it's really something to hit the Examiner in Peterboro ...

C H E X aired their "Nancy Dale" show for Lustre Creme, with generous mention to feature and theatre ... The station also came through with a fifteen minute show on Sunday afternoon, featuring two interviews ... one with Taylor, the other with our Ava ... plus seven individual plugs for the Paramount ... All for free, natch.

Five local drug stores put in good windows and counter displays tying in with their Lustre Creme deal ... Five mounted single sheets and snipes were placed in good locations around the city ... The rural safety patrols were invited to see ROUND TABLE, with the local P.T.A. paying the tab.

TIVOLI - HAMILTON

Jim opened THE COMMAND three days earlier than he had anticipated, but still managed to come up with the following ...

C K O C features Guy Madison in a daily Wild Bill Hickock program ... Madison is the star of Jim's feature ... So, in exchange for a lobby piece, the station aired two spots daily before and after each program.

James still can't understand how the female mind works ... and he, a married man yet ... with three husky young guys growing up all around him ... A couple of weeks ago, the local I.O.D.E. were snarling all over the place, and giving him the dickens for playing a combo sex bill ... This week, the good ladies did an about face, and presented him with a beautiful framed portrait of H.M. Queen Elizabeth, in appreciation of his untiring efforts to raise the level of motion picture entertainment in the city ... So ... tell me ... How can you win? Good P.R. James me lad ... but don't make any rash promises...

An off the theatre page scene on COMMAND wound up Jimmy's entry this week.

CAPITOL - WELAND

For SO THIS IS LOVE, Jack got several free plugs and recordings aired over the local air waves ... He also promoted a record album for use as a prize on his weekly Foto-Nite.

GRANADA - HAMILTON

Paul had to sell an oldie this week ... G.I. JOE ... and came up with four excellent window displays tying each in some way to either the title or a reference to the author Ernie Pyle.

ORPHEUM - 500

Olga's feature happened to be PARATROOPER ... she made up a really terrific flash front, with one entire side representing a parachute with bold lettering across its face ... Next to the boxoffice was a very tall and attractive Paratrooper ... (inanimate) ... who was rigged up to look as though he had just come down through the marquee. A real parachute was used on his back, with a little pack sack in front with straps attached to the marquee to lend a realistic effect ...

Another real parachute helped dress up a very attractive window in a local barber shop ... Kleiman Bros. gave Olga a dandy window with model planes and plane kits, and loaded with art and copy cards.

The Canadian army co-operated by moving its recruiting campaign in the Soo area to coincide with the playing of the pic. Olga was provided with much colourful equipment for use in some of her displays in and out of the theatre. The army dressed one window on the main drag with everything used by a paratrooper in action ... another window with a bazooka display, similar to that shown in the picture.

For the small fry Olga ran a colouring contest, with the subject being a line drawing of a paratrooper ... Over five hundred entries were received, with the winners coming in to see the show as her guests.

CAPITOL - PETERBORO

No sooner had the Academy Award winners been named, then Len had two huge cotton banners made up and hung across both ends of his marquee, advertising the fact that William Holden was appearing in his current program MISS GRANT TAKES RICHMOND ... A large easel with similar copy was placed on the sidewalk in front of the theatre.

GUN FURY gave Len a chance to get some good window displays, which he did, in Fuller's drug store, Jerry O'Toole's store, Cuppy's bar and Primeau's Smoke shop ... All are in important locations, and all were well dressed with good art and copy. Two good scenes on off theatre pages in the Review and Lakefield News.

Len was invited to be guest of honour on G H E X's Pot O' Gold program for the entire week ... and brother ... did he take over ... If that show has any kind of listening audience, it certainly listened to plenty of Capitol propoganda.

CAPITOL - NORTH BAY

For TAKE THE HIGH GROUND, Bob's assistant Ray took a walk to the busiest corner of the city, squatted on the sidewalk, and proceeded to assemble a one sheet that had been chopped up to make a giant jig saw puzzle ... People thought he was nuts, but stopped to lean over his shoulder and take a peak ...

The precision squad from the 6th Field Squadron was invited to the theatre, marched down in full uniform, pipe band and all, and put on a fifteen minute display in front of the Cap. A scene on an off-theatre page in the Nugget ... that's all?

ROYAL - GUELPH

A sixteen mm. short, NONE ARE REFUSED, was filmed in Guelph last summer by the local Rotary club, dealing with the cerebral palsy clinic ... By arrangement with the club, Ted showed this film on two consecutive days, once a day between his two regular evening shows ... What a job of P.R.

The publicity started with a lead story a couple of days before the first day's showing, in the "It Happened Here" column of the Mercury ... A good story on the film the day before opening ... A follow up in the form of a feature story on opening day ... and a three column photo in the Mercury showing the front of the Royal ... marquee with current copy, and all, and Ted chatting with a local Rotarian providing the cheesecake...

C J O Y broadcast information about the showing on five separate newscasts on the first day, and a feature evening broadcast the following day. Remember fellows ... the Royal was mentioned in every story and on every newscast ... and that's kind of cashing in on what even alone would be doggone good public relations.

Two column scenes appeared in Mercury off-theatre pages on MISSION OVER KOREA and THUNDER OVER THE PLAINS ... Natch, Ted's I SAW deal still in full swing ... and, last but by no means least, Ted planted a good two column story under the heading "Variety Village Unique on North American Continent" ... tying it in with the seasonal Easter seal drive ... Nothing wrong in taking a bow when we in this industry do something on a community level ...

ALGOMA - SOO

Seems the old flu bug is really making the rounds of "B" District, and this week took a big, fat, juicy bite out of friend Norman ... However, in spite of being laid up most of the week, he did have a life-size standee made up on PETER PAN, which was placed at the curb facing the box office ... Louis' Style Shoppe put in a very attractive window, tying in the Easter theme.

CENTURY - HAMILTON

The full page co-op still running in the Review, this week plugging 3 SAILORS AND A GIRL ... Mel reports that he has started the ball rolling on his Easter attraction PETER PAN ... The O'Brien News Agency circulated all its dealers drawing attention to it, and requesting co-operation.

x.x.x.x.x

Well, that rounds up another issue of our BALLYHOO ... and the material for the next one is already piled high on my desk ... Hope you guys are reading this sheet ... I'd hate to think that I'm my only fan ...

From a quick glance there's some real stuff to report in the next issue ... Looks good on the surface ... wait till we get a chance to tear it apart ...

But ... Read all about it ... next week.

D.B.K.